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ADVERTISING AND MEDIA RESEARCH

Advertising Decision Rules in a Multibrand Environment: Optimal Control Theory and Evidence, MARIO J. PICCONI and CHARLES L. OLSON, February, 82.

The authors postulate that the firm pursues a present value profit maximization goal in determining its advertising strategy. Advertising is included in the profit function nonlinearly as a factor cost and as a demand stimulant. On the basis of optimal control theory, an optimal advertising-sales ratio decision rule is formulated with respect to the brand's demand parameters. Reliably collected data on sales and advertising expenditures on a bimonthly basis were used to obtain empirical estimates of the brand parameters. A simultaneous estimation of the demand parameters of all the competing brands was performed to harness efficiently the information inherent in the system of brand demand equations. Comparing the firm's behavior on brand advertising with the derived decision rule ratio suggests the potential usefulness of such analytical models for improving the productivity of advertising expenditures and for determining the change in advertising policy which would be appropriate in the event of changes in a brand's demand sensitivity.

Cognitive Effects of Deceptive Advertising, JERRY C. OLSON and PHILIP A. DOVER, February, 29.

See "Social Issues and Public Policy"

Factor Analysis of Media Exposure Data Using Prior Knowledge of the Medium, VERNON J. JONES and FRED H. SILLER, February, 137.

The application of factor analysis to media exposure data has become a tradition in the marketing literature. However, a major difficulty has been to account explicitly for prior knowledge of the medium as part of the factor analytic procedure. The authors demonstrate how prior knowledge can be used in a way that increases interpretability and reliability of factor results.

Longitudinal Study of Corrective Advertising, A, ROBERT F. DYER and PHILLIP G. KUEHL, February, 39.

See "Social Issues and Public Policy"

Political Advertising: A Neglected Policy Issue in Marketing, MICHAEL L. ROTHSCHILD, February, 58.

See "Social Issues and Public Policy"

ATTITUDE THEORY RESEARCH

A Few Questions on Consumer Information Processing: Two Product Cases, Coffee and Toothpaste, C. WHAN PARK, May, 243.

See "Information Processing"

Application of Equity Theory to Buyer-Seller Exchange Situations, An, JOHN W. HUPPERTZ, SIDNEY J. ARENSON, and RICHARD H. EVANS, May, 250.

See "Salesforce Research"

Beyond Attitude Structure: Toward the Informational Determinants of Attitude, MORRIS B. HOLBROOK, November, 545.

The author argues that marketing research has focused too narrowly on the static structure of attitude at the expense of its informational determinants. An experimental study investigates the effects of one fundamental dimension of advertising content on the components of attitude structure. Specifically, the results suggest that the factualness/evaluativeness of a persuasive message exerts a positive effect on those beliefs considered most important; that these beliefs in turn determine affect; and that these effects of communication on attitude components are mediated by a set of intervening cognitive reactions, such as perceived message credibility. These findings suggest implications for marketing decisions, public policy, and the future course of attitude research in marketing.

Causal Complexity: A Measure of Consumer Causal Attribution, RICHARD W. MIZERSKI, May, 220.

A proposed measure of consumer causal attribution based on the stochastic assumptions of information theory is examined. Given the same product information, subjects who had simple and those who had complex causal arrays were found to be significantly different in terms of their causal attributions, beliefs, and affect toward the stimulus products.

Consumer Socialization: A Theoretical and Empirical Analysis, GEORGE P. MOSCHIS and GILBERT A. CHURCHILL, JR., November, 599.

The results of a large-scale study of adolescent consumer socialization are presented. A general conceptual framework of socialization is outlined to serve as a blueprint for discussing variables and hypotheses in the specific context of consumer socialization. The authors then examine the development of

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several consumption-related skills as a function of variables derived from sociological and developmental theories of socialization.

Determinants of Scale Response: Label Versus Position, ALBERT R. WILDT and MICHAEL B. MAZIS, May, 261.
See "Scaling Methods"

Field Test of the Relationship Between Cognitive Dissonance and State Anxiety, A, MICHAEL B. MENASCO and DEL. I. HAWKINS, November, 650.
An *ex post facto* field study investigated state anxiety as a measure of the magnitude of postpurchase dissonance. Purchase conditions which should produce varying levels of postpurchase dissonance were found to have a predicted effect on a validated measure of state anxiety. Implications for aspects of marketing strategy and application to the study of consumer behavior are highlighted.

Functional Approach to Attitude Measurement, A, WILLIAM B. LOCANDER and W. AUSTIN SPIVEY, November, 576.
In this research, Katz's functional theory is used to examine theoretical, measurement, and statistical issues surrounding the problems of operationalizing the utilitarian, value-expressive, knowledge, and ego-defensive functions. The results are very encouraging in that they show the functional approach offers a multifaceted, motive-based measure which links motives to attitudes.

Perceived Risk and Composition Models for Multiattribute Decisions, BERNARD PRAS and JOHN O. SUMMERS, August, 429.
A conceptual scheme for integrating perceived risk into composition models for multiattribute decisions is developed. A comparison of the predictions obtained from the proposed "risk-adjusted" brand/attribute evaluations with those from an expected value measure suggests that perceived risk is significant in the formation of preferences.

Psychometric Development of a Test for Consumer Alienation from the Marketplace, A, NEIL K. ALLISON, November, 565.
Alienation has interested philosophers and researchers for many years, but only recently has empirical study been directed toward consumer alienation from the marketplace. The author reports the development of a test to measure alienation from the marketplace based on psychometric principles. The findings suggest that a reliable and valid measure has been constructed. The consumer alienation scale was found to be unidimensional rather than consisting of identifiable subscales. In addition, areas for future research that will aid the marketing manager in applying knowledge of consumer alienation to decision making are discussed.

Validity of Haire's Shopping List Projective Technique, The, JAMES C. ANDERSON, November, 644.

BRAND CHOICE

Impact of Deals and Deal Retraction on Brand Switching, JOE A. DODSON, ALICE M. TYBOUT, and BRIAN STERNTHAL, February, 72.
Analysis of panel data for two consumer packaged goods indicates that media-distributed coupons and cents-off deals induce brand switching and result in less loyalty when retracted than if no deal is offered. In contrast, package coupons stimulate brand loyalty which is maintained when they are retracted. The extent to which economic utility theory and self-perception theory order these findings is evaluated and the implications of the results for managing demand are discussed.

Least Squares Estimation Method for the Linear Learning Model, A, BEREND WIERENGA, February, 145.
See "Econometric Models"

Longitudinal Study of Corrective Advertising, A, ROBERT F. DYER and PHILLIP G. KUEHL, February, 39.
See "Social Issues and Public Policy"

Loyalty Group Segmentation Model for Brand Purchasing Simulation, A, MARTIN K. STARR and JOEL R. RUBINSON, August, 378.
See "Segmentation Research"

Pre-Test-Market Evaluation of New Packaged Goods, A Model and Measurement Methodology, ALVIN J. SILK and GLEN L. URBAN, May, 171.
See "Forecasting"

Tracker: An Early Test Market Forecasting and Diagnostic Model for New Product Planning, ROBERT BLATTBERG and JOHN GOLANTY, May, 192.
See "Forecasting"

Validity and Reliability of Criterion-Based Preferences, ROGER J. BEST, February, 154.
See "Scaling Methods"

BUYER BEHAVIOR

A Few Questions on Consumer Information Processing: Two Product Cases, Coffee and Toothpaste, C. WHAN PARK, May, 243.
See "Information Processing"

Analysis of Shopper Dissatisfaction for Major Household Appliances, An, ROBERT A. WESTBROOK and JOSEPH W. NEWMAN, August 456.
Little is known about consumer dissatisfaction in the purchase decision process, when shoppers are seeking information, formulating decision criteria, and choosing what to buy. A study was undertaken to determine whether the incidence of such dissatisfaction is related to demographic, psychological, and behavioral characteristics of shoppers.

Application of Equity Theory to Buyer-Seller Exchange Situations, An, JOHN W. HUPPERTZ, SIDNEY J. ARENSON, and RICHARD H. EVANS, May, 250.
See "Salesforce Research"

Appropriateness of Linear Discriminant and Multinomial Classification Analysis in Marketing Research, WILLIAM R. DILLON, MATTHEW GOLDSTEIN, and LEON G. SCHIFFMAN, February, 103.
See "Regression and Other Statistical Techniques"

Behavioral Process Approach to Information Acquisition in Nondurable Purchasing, A, JACOB JACOBY, ROBERT W. CHESTNUT, and WILLIAM A. FISHER, November, 532.
See "Information Processing"

Causal Complexity: A Measure of Consumer Causal Attribution, RICHARD W. MIZERSKI, May, 220.
See "Attitude Theory Research"

Cognitive Effects of Deceptive Advertising, JERRY C. OLSON and PHILIP A. DOVER, February, 29.
See "Social Issues and Public Policy"

Comment on "Consumer Preferences for Alternative Retail Credit Plans," A, NANCY R. BURSTEIN, November, 639.
In an article in the *JMR* several years ago, Walker and Sauter attempted to show how preferences for alternative retail credit terms depended on consumers' socioeconomic traits. They did not consider an accounting identity linking the various characteristics of credit plans, and also did not clearly relate the empirical results to the underlying economic theory.

Confined Shopping Behavior Among Low Income Consumers: An Empirical Test, ARIEH GOLDMAN, February, 11.
See "Social Issues and Public Policy"

Consumer Socialization: A Theoretical and Empirical Analysis, GEORGE P. MOSCHIS and GILBERT A. CHURCHILL, JR., November, 599.
See "Attitude Theory Research"

Field Test of the Relationship Between Cognitive Dissonance and State Anxiety, A, MICHAEL B. MENASCO and DEL. I. HAWKINS, November, 650.
See "Attitude Theory Research"

Identifying the Deal Prone Segment, ROBERT BLATTBERG, THOMAS BUESING, PETER PEACOCK, and SUBRATA SEN, August, 369.
See "Segmentation Research"

Image-Measurement Segmentation, DENNIS H. GENSCH, August, 384.
See "Segmentation Research"

Impact of Deals and Deal Retraction on Brand Switching, JOE A. DODSON, ALICE M. TYBOUT, and BRIAN STERNTHAL, February, 72.
See "Brand Choice"

Key Repair Service Factors for Consumer Durable Goods, LEE ADLER and JAMES D. HLAVACEK, November, 634.
The authors present the findings of a field study that identified the relative importance of five characteristics commonly used by consumers to assess repair service for selected durable goods. The results show that as the price paid for various durable products increases, the quality of repair service replaces the cost of repair service as the most important repair service characteristic. The findings have important implications for the operational and promotional efforts of durable goods manufacturer-dealer service organizations.

Market Segmentation Based on Consumer Ratings of Proposed Product Designs, MURPHY A. SEWALL, November, 557.
See "Segmentation Research"

Psychometric Development of a Test for Consumer Alienation from the Marketplace, A, NEIL K. ALLISON, November, 565.
See "Attitude Theory Research"

Relative Effectiveness of Three Behavioral Influence Strategies as Supplements to Persuasion in a Marketing Context, ALICE M. TYBOUT, May, 229.
The relative effectiveness of three influence strategies in gaining acceptance of a new service advocated by either a high or low credibility source was determined. Although the influence strategies did not differ in their overall effectiveness, the optimal strategy varied as a function of level of source credibility. These results were obtained in both personal selling and mass-media-like contexts. The theoretical, methodological, and practical implications of these findings are discussed.

Source of Income as a Market Descriptor, STEPHEN J. MILLER, February, 129.
This comment is an examination of the contrasting ability of income and source of income variables to explain donation behavior toward a charitable health organization.

Stability of Benefit Segments, The, ROGER J. CALANTONE and ALAN G. SAWYER, August, 395.
See "Segmentation Research"

Validity and Reliability of Criterion-Based Preferences, ROGER J. BEST, February, 154.
See "Scaling Methods"

Validity of Haire's Shopping List Projective Technique, The, JAMES C. ANDERSON, November, 644.

CHANNELS OF DISTRIBUTION

Intrachannel Conflict and Use of Power, MICHAEL ETGAR, May, 273.
Conclusions by Lusch that coercive power leads to more intrachannel conflicts may be incorrect because his research has disregarded the dynamic aspects of power-conflict relations.

Intrachannel Conflict and Use of Power: A Reply, ROBERT F. LUSCH, May, 275.
The author replies to Etgar's comment.

Power in Distributive Channels: A Reply, MICHAEL ETGAR, August, 492.
The author replies to Fornell's comment.

Problems in the Interpretation of Canonical Analysis: The Case of Power in Distributive Channels, CLAES FORNELL, August, 489.
The author points out several problems in Etgar's application of canonical analysis.

COMPUTER ABSTRACTS

ALSCAL: A Nonmetric Multidimensional Scaling Program with Several Individual Differences Options, FORREST W. YOUNG, YOSHIO TAKANE, and ROSTYSLAW LEWYCKYJ, November, 612.

BAC I: Program for Computing the Amount and Direction of Attitude Change Toward an Attitudinal Object and Communication Source Due to Either a Positive or Negative Communication From the Communication Source, WILLIAM D. KIMSEY, February, 117.

BAYES 2: Bayesian Sample Size Determination Using a Continuous Prior Distribution in Situations Involving Binomial Sampling, JAMES W. GENTRY and MARY H. BONCZKOWSKI, August, 479.

BIBD: A Data Management Program for "BIBD" Choice Data, JAMES B. WILEY, August, 472.

CASORT: An Approach to Updating Data Sets to Include Classification Codes, to Reorder Cases in the Data Set into the

Categories of the Classification, and to Carry Out Univariate and Multivariate Tests of Select Variables Within the Data Set, WILLIAM R. DARDEN and ROY HOWELL, February, 115.

CATCLASS: A Model to Classify Consumers Based on Multivariate Categorical Data, WILLIAM D. PERREAULT, JR. and JOHN M. GWIN, February, 113.

CHI-B: Calculating the Power of Chi Square Tests, SAN-YUN W. TSAI and NORVAL F. POHL, February, 120.

CMDA-U: Confirmatory Monotone Distance Analysis-Unconditional, JAMES C. LINGOES and INGWER BORG, November, 610.

CONFANA: A Program to Compute an Orthogonalized Varimax Rotated Product Map (Configuration) from Product Attribute Judgments, EDGAR A. PESSEMIER, August, 477.

COSPA: Common Space Analysis—A Program for Fitting and Testing Horan's Subjective Metrics Model, PETER H. SCHÖNEMANN, WILLIAM L. JAMES, and FORREST S. CARTER, May, 268.

DISCRIM: A Program to Validate SPSS Classification Functions, KEVIN F. McCROHAN and VICKI KAROUNOUS, August, 480.

EXPO: Exponentially Weighted Moving Average Forecasting Program With Alpha-Level Optimizer, ERVAN GELLER and R. DALE WILSON, May, 271.

MDS(X): A Multi-Dimensional Scaling Package, August, 468.

MEMD: An APL Program for the Multivariate Estimation of Missing Data, WAYNE S. DeSARBO, February, 117.

ORTHO: An APL Program for Computing and Contrasting Various Measures of Predictor Variable Importance in Multiple Regression, WAYNE S. DeSARBO, August, 467.

PAL: Point-wise Alienation Coefficients in Multidimensional Scaling, INGWER BORG, August, 478.

PCR: Principal Component Regression Analysis, EDWARD R. MANSFIELD, August, 471.

PRCLUSTR: Cluster Analysis of Paired Comparison Rankings, R. KIRK STEINHORST, DONALD E. STEM, JR., WILLIAM C. HANDWERK, and BARBARA A. MARSHALL, August, 474.

PREDICT: A Program to Calculate the Standard Error of a Single Predicted Value in Regression Analysis, GARY M. MULLET, February, 116.

RANPAR: A Computer Program for Estimation of a Random Coefficient Model with Pooled Time-Series and Cross-Section Data, L. W. JOHNSON and E. A. OAKENFULL, November, 611.

SIBYL/RUNNER: An Interactive Forecasting System, SPYROS MAKRIDAKIS and STEVEN C. WHEELWRIGHT, May, 270.

STRATOP: A Computer Program to Analyze a Firm's Competitive Product and Communication Design Opportunities, EDGAR A. PESSEMIER, August, 477.

TRISCOR: A Program for Generating a Ranked Score Matrix from Method of Triads Raw Data, SIDNEY C. BENNETT and DAVID R. LAMBERT, February, 118.

VENTUR: A Program to Simulate the Risk-Return Characteristics of a New Venture or Marketing Strategy, EDGAR A. PESSEMIER and H. PAUL ROOT, August, 476.

ECONOMETRIC MODELS

Advertising Decision Rules in a Multibrand Environment: Optimal Control Theory and Evidence, MARIO J. PICCONI and CHARLES L. OLSON, February, 82.
See "Advertising and Media Research"

Aggregation Criteria in Normative Market Segmentation Theory, JOHN O. TOLLEFSON and V. PARKER LESSIG. August, 346.
See "Segmentation Research"

Application of the Multivariate Probit Model to Market Segmentation and Product Design, An, VITHALA R. RAO and FREDERICK W. WINTER, August, 361.
See "Segmentation Research"

Approach to Normative Segmentation, An, VIJAY MAHAJAN and ARUN K. JAIN, August, 338.
See "Segmentation Research"

Firm Effects and Industry Effects in the Analysis of Market Structure and Profitability, FRANK M. BASS, PHILIPPE CATTIN, and DICK R. WITTINK, February, 3.
See "Social Issues and Public Policy"

Identifying the Deal Prone Segment, ROBERT BLATTBERG, THOMAS BUESING, PETER PEACOCK, and SUBRATA SEN, August, 369.
See "Segmentation Research"

Increasing Precision of Marketing Experiments by Matching Sales Areas, LEONARD LODISH and DOV PEKELMAN, August, 449.
See "Salesforce Research"

Least Squares Estimation Method for the Linear Learning Model, A, BEREND WIERENGA, February, 145.
The author presents a new method for estimating the parameters of the linear learning model. The procedure, essentially a least squares method, is easy to carry out and avoids certain difficulties of earlier estimation procedures. Applications to three different data sets are reported, as well as results from a goodness-of-fit test. A simulation study was carried out to validate the method. The outcomes are compared with those obtained from the minimum chi square estimation method. The results of the new method appear to be satisfactory.

Loyalty Group Segmentation Model for Brand Purchasing Simulation, A, MARTIN K. STARR and JOEL R. RUBINSON, August, 378.
See "Segmentation Research"

Models for Pricing Decisions, KENT B. MONROE and ALBERT J. DELLA BITTA, August, 413.
See "Pricing Research"

Number of Estimators, The: A Critical Decision for Marketing Under Competitive Bidding, KENNETH SIMMONDS and STUART SLATTER, May, 203.
See "Pricing Research"

Perceived Risk and Composition Models for Multiattribute Decisions, BERNARD PRAS and JOHN O. SUMMERS, August, 429.

See "Attitude Theory Research"

Pre-Test-Market Evaluation of New Packaged Goods: A Model and Measurement Methodology, ALVIN J. SILK and GLEN L. URBAN, May 171.
See "Forecasting"

Tracker: An Early Test Market Forecasting and Diagnostic Model for New Product Planning, ROBERT BLATTBERG and JOHN GOLANTY, May, 192.
See "Forecasting"

FORECASTING

Increasing Precision of Marketing Experiments by Matching Sales Areas, LEONARD LODISH and DOV PEKELMAN, August, 449.
See "Salesforce Research"

Pre-Test-Market Evaluation of New Packaged Goods: A Model and Measurement Methodology, ALVIN J. SLIK and GLEN L. URBAN, May, 171.

The substantial failure rate of new packaged goods in test markets has stimulated firms to seek improved methods of pre-test-market evaluation. A set of measurement procedures and models designed to produce estimates of the sales potential of a new packaged good before test marketing is presented. A case application of the system also is discussed.

Tracker: An Early Test Market Forecasting and Diagnostic Model for New Product Planning, ROBERT BLATTBERG and JOHN GOLANTY, May, 192.

A new product forecasting model is described which uses survey data (not panel data) to predict year-end test market sales from early test market results (usually three months). In addition to offering a sales forecast, the model is designed to provide diagnostic information about a new product's strengths and weaknesses. By relating advertising expenditures, price, and perceptions of performance/acceptability of the product to sales, the model indicates how an unsuccessful product can be redesigned or the marketing mix changed to make possible a successful introduction. The model also can be used for new product planning. Given a media plan, price, sampling level, couponing, and some estimate of repeat usage, a pre-test market forecast of year-end sales can be made which allows management to evaluate different marketing plans to see which best meets profit or sales goals.

INFORMATION PROCESSING

A Few Questions on Consumer Information Processing: Two Product Cases, Coffee and Toothpaste, C. WHAN PARK, May, 243.

A few questions about the description of consumer judgmental processes are raised and tested empirically for two products, coffee and toothpaste. The results indicate that consumers do not evaluate the two products in the same pattern. Situational factors which influence the consumer's mode of evaluation are identified.

Assisting Marketing Decisions by Computer Mapping: A Branch Banking Application, ROBERT R. BELL and NOEL B. ZABRISKIE, February, 122.

A new computer technique has been developed to aid decisionmakers in rapidly comprehending and using large amounts of information. The authors explain the theory and requirements of computer mapping, and describe a stepwise decision process which developed statewide, multicounty, and intracity maps as part of a retail banking site selection process.

Behavioral Process Approach to Information Acquisition in Nondurable Purchasing, A, JACOB JACOBY, ROBERT W. CHESTNUT, and WILLIAM A. FISHER, November, 532.

A behavioral process method was used to explore the relationship of individual difference factors to consumer information acquisition behavior. Findings included: (1) the mean proportion of available information actually acquired was 2%, and (2) information search was concentrated on six of the 35 available information dimensions; increased information acquisition was related (3) positively to the product's importance for the individual, (4) positively to being an optimizer rather than a satisficer, (5) positively to high amounts of past purchasing experience with the product, and (6) negatively to attitudinal brand loyalty.

Beyond Attitude Structure: Toward the Informational Determinants of Attitude, MORRIS B. HOLBROOK, November, 545.
See "Attitude Theory Research"

Causal Complexity: A Measure of Consumer Causal Attribution, RICHARD W. MIZERSKI, May, 220.
See "Attitude Theory Research"

MINORITY MARKETING

Ghetto Marketing Life Cycle, The: A Case of Underachievement, ALAN R. ANDREASEN, February, 20.
See "Social Issues and Public Policy"

ORGANIZATIONAL BUYER BEHAVIOR

Development of a Content Analytic System for Analysis of Bargaining Communication in Marketing, REINHARD ANGELMAR and LOUIS W. STERN, February, 93.

A content analytic system focused on marketing communications can provide important insights into bargaining behavior. This article concerns testing the reliability and assessing the validity of a theoretically based communication categorization scheme.

PRICING RESEARCH

Development of a Content Analytic System for Analysis of Bargaining Communication in Marketing, REINHARD ANGELMAR and LOUIS W. STERN, February, 93.
See "Organizational Buyer Behavior"

Models for Pricing Decisions, KENT B. MONROE and ALBERT J. DELLA BITTA, August, 413.

The authors review the major pricing decisions that must be made by managers, explain the current price decision models, and suggest the developments necessary before pricing decisions can become more "scientific" in orientation. They suggest ways market researchers can contribute to the creative development of new approaches to solving pricing problems.

Number of Estimators, The: A Critical Decision for Marketing Under Competitive Bidding, KENNETH SIMMONDS and STUART SLATTER, May, 203.

The almost exclusive concern for deciding bid prices has obscured the importance to bidding firms of adjusting other marketing variables. Taking the capacity to prepare bids as one example of these variables, the authors develop a procedure for calculating an optimum number of estimators. A new method is used for computing probabilities of success in bidding, based

on the past dispersion of competitor prices. The dispersion is interpreted as reflecting different assessments of the best way to carry out the work required and not, as commonly assumed, a combination of errors in estimating one "true cost" plus differences in competitors' markups. Applied to a sample of firms, the procedure indicates that additional estimators would increase the expected profits for each firm.

REGRESSION AND OTHER STATISTICAL TECHNIQUES

AID/Logit Procedure for Analyzing Large Multiway Contingency Tables, An, PAUL E. GREEN, February, 132.

A two-step procedure is described in which AID is applied first to a multiway contingency table to isolate those variables (and levels within variable) that best account for variance in the criterion. A logit analysis follows for estimating parameters for prediction purposes. The method is described and applied illustratively to a set of data on usage of an AT&T telecommunications service.

Appropriateness of Linear Discriminant and Multinomial Classification Analysis in Marketing Research, WILLIAM R. DILLON, MATTHEW GOLDSTEIN, AND LEON G. SCHIFFMAN, February, 103.

Buyer usage behavior data are used to compare the relative performance of a linear discriminant analysis and several multinomial classification methods. The potential shortcomings of each of the procedures investigated are cited, and a new method for determining the contribution of a variable to discrimination in the context of the multinomial classification problem also is presented.

Effects of Scaling on the Correlation Coefficient: Additional Considerations, WARREN S. MARTIN, May, 304.

See "Scaling Methods"

Factor Analysis of Media Exposure Data Using Prior Knowledge of the Medium, VERNON J. JONES and FRED H. SILLER, February, 137.

See "Advertising and Media Research"

Least Squares Estimation Method for the Linear Learning Model, A, BEREND WIERENGA, February, 145.

See "Econometric Models"

New Measure of Predictor Variable Importance in Multiple Regression, PAUL E. GREEN, J. DOUGLAS CARROLL, and WAYNE S. DeSARBO, August, 356.

See "Segmentation Research"

Pooling Issues and Methods in Regression Analysis: Some Further Reflections, FRANK M. BASS and DICK R. WITTINK, May, 277.

The authors reply to a comment by Brobst and Gates in the November 1977 issue of *JMR*.

Probability Estimates by Respondents: Adjustments May Improve Accuracy, IRVING ROSHWALB, August, 487.

See "Sampling and Survey Methods"

Probability Estimates by Respondents: Does Weighting Improve Accuracy?, BORIS W. BECKER and MARSHALL G. GREENBERG, August, 482.

See "Sampling and Survey Methods"

Robustness of Conjoint Analysis: Some Monté Carlo Results, FRANK J. CARMONE, PAUL E. GREEN, and ARUN K. JAIN, May, 300.

In many industrial applications of conjoint analysis the use of nonmetric algorithms to analyze respondent ranks of products described by more than eight or 10 attributes is time consuming and very expensive for large samples of consumers. The authors compare the results using nonmetric analysis, full factorial designs, and rank data with quicker and less expensive methods of metric analysis, orthogonal arrays and stimulus ratings. In addition, two types of models and levels of error are investigated. The results indicate that metric analysis using ratings data and orthogonal arrays is very robust.

SALESFORCE RESEARCH

Application of Equity Theory to Buyer-Seller Exchange Situations, An, JOHN W. HUPPERTZ, SIDNEY J. ARENSON, and RICHARD H. EVANS, May, 250.

Equity theory was applied to retail exchange situations to test hypotheses about subjects' perceptions of inequity and behaviors they would perform. Subjects in Group 1 made evaluative ratings of 16 hypothetical situations in which two sources of inequity, high price and poor service, were introduced, along with varying levels of shopping frequency and item cost. Subjects perceived high price inequity situations as less fair than low ones, and high service inequity situations as less fair than low ones when price inequity was low. When price inequity was high, subjects perceived high shopping frequency situations less fair than low ones. Subjects in Group 2 chose the behavior they would be most likely to perform in each situation. When inequity was present, most subjects chose leaving the store, although several chose complaining about price or service when shopping frequency was also high.

Increasing Precision of Marketing Experiments by Matching Sales Areas, LEONARD LODISH and DOV PEKELMAN, August, 449.

The authors investigate methods of evaluating marketing experiments in which the experimental territories have been determined *a priori*. Various matching and prediction schemes are offered to predict what sales in an experimental unit would have been if no experiment had been run. These schemes are developed for predictions of both single territory sales and total sales of groups of territories. A testing method for alternative schemes is described and applied to data for one specific firm.

Pay Secrecy Versus Pay Disclosure for Salesmen: A Longitudinal Study, CHARLES M. FUTRELL and OMER C. JENKINS, May, 214.

On the basis of a "before-after with control group" experimental design, empirical evidence is provided that shows the amount of information disclosed about pay had a major impact on salesmen's performance and job satisfaction.

Relationship Between Salesperson Performance and Understanding Customer Decision Making, BARTON A. WEITZ, November, 501.

A multistage model of the process by which an industrial salesperson influences a customer's preference is introduced. The relationship between a salesperson's abilities during the two initial stages—impression formation and strategy formulation—and relative sales performance was examined. Industrial salespeople's perceptions of their customers' brand attribute perceptions were matched against the customers' actual perceptions, and a normative change strategy model was matched against the salespeople's reported change strategies. Variations in these abilities accounted for 20% of the variance in actual field sales performance.

Salesforce Performance and Satisfaction as a Function of Individual Difference, Interpersonal, and Situational Factors, RICHARD P. BAGOZZI, November, 517.

The author presents a model designed to explain the performance, job satisfaction, and other behavioral outcomes experienced by salespeople. By building on the model of man proposed by Lewin and modern interactionist and social learning theories of personality, the behavior of salespeople is shown to be a function of the person, the interactions the person has with significant others in his or her role set, and forces in the situation. Hypotheses are tested on data gathered on industrial salespeople.

Women Contrasted to Men in the Industrial Salesforce: Job Satisfaction, Values, Role Clarity, Performance, and Propensity to Leave, PAUL BUSCH and RONALD BUSH, August, 438.

Empirical investigations of differences between females and males in the industrial salesforce have not been published. This study is an attempt to begin to fill this void. Women and men are compared on six job satisfaction components, value importance of the job components, performance, role clarity, and propensity to leave the organization. The findings generally support the hypothesis of "no difference" between males and females. However, women did have lower role clarity scores and higher propensity to leave scores.

SAMPLING AND SURVEY METHODS

Empirical Comparison of Two Telephone Sample Designs, An, ROBERT M. GROVES, November, 622.

The clustered telephone sample design described by Waksberg is compared with a design randomly generating four digit numbers within working prefixes. The clustered sample is found to increase the proportion of working household numbers selected from about 22% to over 55%, but sampling errors and design effects of the two sample designs show some loss of precision in the clustered design. A cost-variance model is constructed which provides estimates of desirable cluster sizes given varying amounts of intracluster homogeneity.

Empirical Validation of the Randomized Response Technique, An, CHARLES W. LAMB, JR. and DONALD E. STEM, JR., November, 616.

Qualitative, quantitative, and ratio estimate randomized response models were tested in comparison with a conventional interview technique in the measurement of a sensitive issue with known true values. Results show that the randomized response model is successful in minimizing measurement error and provides more accurate estimates of sensitive behavior than conventional interview techniques.

Item Nonresponse in Mail Surveys: Extent and Correlates, C. SAMUEL CRAIG and JOHN M. McCANN, May, 285.

Item nonresponse, an often overlooked source of error in survey research, arises when a person returns a questionnaire with some questions unanswered. The authors examine the extent and correlates of item nonresponse in a series of marketing research surveys. The principal findings are that the extent of item nonresponse appears to be independent of questionnaire length and to vary systematically with age and education, and that AIO items are less likely to contain item nonresponse bias than other types of questions.

Multiple Criteria Effects in a Mail Survey Experiment, WESLEY H. JONES and GERALD LINDA, May, 280.

A factorial mail survey experiment was used to investigate response rate, response quality, and response bias effects related to the use of three response inducement techniques. The results suggest cover letter message, survey sponsorship, and return postage alternatives that decrease sampling error and survey costs without introducing systematic survey errors.

New Method of Increasing Mail Survey Responses, A: Contributions to Charity, DAN H. ROBERTSON and DANNY N. BELLENGER, November, 632.

The authors investigated the effectiveness of two types of promised incentives in producing responses to a mail survey: a personal cash payment versus an identical (one dollar) contribution to a charity of the respondent's choice. The charity incentive resulted in an increased response rate (41% response with charity incentive, 26% with equal cash incentive, 23% with no incentive). In effect, charitable contributions reduced nonresponse bias, reduced the cost per respondent, and also provided a benefit to charitable organizations.

Probability Estimates by Respondents: Adjustments May Improve Accuracy, IRVING ROSHWALB, August, 487.

The author replies to the comment by Becker and Greenberg.

Probability Estimates by Respondents: Does Weighting Improve Accuracy?, BORIS W. BECKER and MARSHALL G. GREENBERG, August, 482.

The authors present a criticism and empirical test of an hypothesis suggested by Roshwalb in the February 1975 issue of *JMR*.

Questionnaire Returns: Stamps Versus Business Reply Envelopes Revisited, JAMES R. HARRIS and HUGH J. GUFFEY, JR., May, 290.

Testing the effect of business reply permits versus stamped envelopes on the return rate for mail surveys shows that even though stamps still produce a significantly higher response, the differential between the two options appears to be diminishing. The dramatic effect of recent changes in business reply permit rates on the cost effectiveness between the two alternative return mail forms is demonstrated.

Some Insight into the Underreporting of Financial Data by Sample Survey Respondents, LEWIS MANDEL and LORMAN L. LUNDSTEN, May, 294.

Methods designed to improve the accuracy of financial asset reporting for consumer surveys are examined. The addition of selected questions was helpful although payment to respondents did not help.

SCALING METHODS

Determinants of Scale Response: Label Versus Position, ALBERT R. WILDT and MICHAEL B. MAZIS, May, 261.

Two determinants of scale response—the denotative meaning of the adjective labels used and the location of the labels in relation to scale endpoints—were investigated. On the basis of the procedures used, both label and location were found to have an impact on subject response. Estimation of a mixing parameter for the two factors permits comparison of their relative effects across different scales.

Effects of Scaling on the Correlation Coefficient: Additional Considerations, WARREN S. MARTIN, May, 304.

Distortion in the Pearson product moment correlation due to a restricted number of scale points is evaluated in two ways. First, a simulation of the bivariate normal distribution is used to estimate the effects of varying the number of scale points on the product moment correlation. This procedure demonstrates

a substantial amount of information loss. Second, other correlation coefficients and some methods to correct for this loss are discussed and related to the simulation data.

Validity and Reliability of Criterion-Based Preferences, ROGER J. BEST, February, 154.

Preference as a criterion in marketing and consumer research has certain limitations. The findings of this study demonstrate that a part of the error observed in many studies is due to error in the criterion, error caused by the stochastic nature of preferences which lack behavioral significance.

SEGMENTATION RESEARCH

Aggregation Criteria in Normative Market Segmentation Theory, JOHN O. TOLLEFSON and V. PARKER LESSIG, August, 346.

The aggregation of consumers into market segments on the basis of similarity of elasticities, marginal responses, or response function coefficients has been presented in the marketing literature as the normative ideal. Explicit theoretical analyses which do not support the use of these criteria and research which reinforces the conclusions of the theoretical analyses are presented. In addition, superior aggregation criteria are identified.

Application of the Multivariate Probit Model to Market Segmentation and Product Design, An, VITHALA R. RAO and FREDERICK W. WINTER, August, 361.

The tradeoffs among product attributes typically are estimated from data on preferences toward several product concepts. The "no-yes" data on intentions to buy a product concept in relation to a previously intended purchase of an existing brand are perhaps more useful for computing these tradeoffs. These measurement concepts are explored by means of the multivariate probit model, which is suited to the analysis of dichotomous data. Results of a pilot application indicate that procedures can be developed which will convert these data into probit coefficients applicable to each product attribute in the formation of market segments.

Approach to Normative Segmentation, An, VIJAY MAHAJAN and ARUN K. JAIN, August, 338.

In current approaches to normative market segmentation, development of segments and allocation of resources to these segments are considered as two independent steps. The result may be infeasible or suboptimal segmentation schemes which contribute to inefficient use of resources. The authors propose a conceptual framework wherein the market segments are developed within the managerial, institutional, and resource constraints. Mathematical formulations and illustrative examples are provided.

Identifying the Deal Prone Segment, ROBERT BLATTBERG, THOMAS BUESING, PETER PEACOCK, and SUBRATA SEN, August, 369.

A model of consumer buying behavior is used to identify household characteristics that should affect deal proneness. The model treats household purchasing and inventory decisions like those of a firm. In other words, the household's purchasing decisions are assumed to be based on such factors as transaction costs, holding costs, and stockout costs in addition to product price. Household characteristics then are related to these cost parameters to identify households that are likely to be deal prone. The predictions are tested empirically by use of panel data for five frequently purchased products. The empirical results indicate that deal prone households can be identified and that the key variables affecting deal proneness are household resource variables such as home ownership and automobile ownership.

Image-Measurement Segmentation, DENNIS H. GENSCH, August, 384.

Product positioning studies for both new and established products generally involve consumers' perception of the current product space in terms of the salient product attributes. Perceptions per brand attribute are hypothesized to be a function of direct measurement and brand "image." The influences of direct measurement and image are separated. The first step in penetrating a product market is to look for segments of rival brand customers for which there is a significant gap between image and direct measurement perceptions. A second consideration is the strength of the "image" in terms of actually changing the direct measurements. The author empirically illustrates how to identify penetrable market segments in terms of image-direct measurement influences and discusses the implications of this type of information in forming a realistic product positioning strategy.

Introduction to Special Section on Market Segmentation Research, YORAM WIND, Special Section Editor, August, 315.

Issues and Advances in Segmentation Research, YORAM WIND, August, 317.

The author reviews the current status and recent advances in segmentation research, covering segmentation problem definition, research design considerations, data collection approaches, data analysis procedures, and data interpretation and implementation. Areas for future research are identified.

Loyalty Group Segmentation Model for Brand Purchasing Simulation, A, MARTIN K. STARR and JOEL R. RUBINSON, August, 378.

A model for consumer package goods is described by which consumers can be segmented into loyalty groups. A survey is used to obtain measures of consumer willingness to switch from a regular brand, if there is one. Each loyalty group is associated with a unique purchase probability vector. The probabilities are derived empirically from purchase behavior. By use of the purchase probability vectors, brand shares and repeat rates can be simulated by the loyalty group segmentation (LGS) model, which yields good fits. Empirical data were available which reflected the effect of price changes on brand switching behavior by loyalty groups. At first price elasticities based on deviations from average price were used with poor results. By a revised version of the model, average price was recomputed as the sum of the prices of competitive brands weighted by the percentage of the brand's total switching with each other brand. By use of such loyalty group cross-price elasticity measures, high correlations were obtained with the empirical observations of share, repeat rate, and switching behavior.

Market Segmentation Based on Consumer Ratings of Proposed Product Designs, MURPHY A. SEWALL, November, 557.

Many products compete on the basis of aesthetic appeal as well as price and brand image. Analysis of consumer reactions to attributes not directly related to a product's functional utility is essential to intelligent decisions about proposed additions to the product line. The author describes a method of deriving market segmentation information from consumer intention to purchase evaluations of a selection of product designs.

New Measure of Predictor Variable Importance in Multiple Regression, A, PAUL E. GREEN, J. DOUGLAS CARROLL, and WAYNE S. DeSARBO, August, 356.

Ambiguity surrounds any importance measure in cases in which predictor variables are correlated. However, a new measure is proposed that has attractive properties, such as providing individual contributions that are both non-negative and sum to R^2. The new measure is compared with four other commonly used measures and its advantages over each of them are pointed out.

Some Practical Considerations in Market Segmentation, SHIRLEY YOUNG, LELAND OTT, and BARBARA FEIGIN, August, 405.

Despite the widespread availability of segmentation techniques and much applied experience, many commercial users appear to be disenchanted with segmentation studies. The authors suggest that one cause is the failure of the marketing researcher to consider the competitive environment sufficiently in designing segmentation studies. They examine the problem in detail, setting forth some instances in which a segmentation approach is not useful and situations in which conventional approaches are not successful through examples from actual case studies.

Source of Income as a Market Descriptor, STEPHEN J. MILLER, February, 129.

See "Buyer Behavior"

Stability of Benefit Segments, The, ROGER J. CALANTONE and ALAN G. SAWYER, August, 395.

An important and neglected question for marketing managers is whether identified market segments remain similar over time in terms of distinguishing characteristics and size. Benefit segments based on the relative importance of product attributes were shown to be internally consistent between split halves for a given time period. Two years later, a comparison of the same households segmented in terms of sought benefits revealed a high degree of similarity in product attributes considered important and segment size. However, analysis on an individual household basis showed that a household was very likely to be classified in a segment other than its previous group designation. Managerial implications of the research are discussed.

SOCIAL ISSUES AND PUBLIC POLICY

Adoption of Consumer Policies of States, GARY T. FORD, February, 49.

The author analyzes differences in states'adoption of consumerism legislation and identifies the leader and laggard states. Positive correlations between consumer law adoption behavior and states' demographic and socioeconomic characteristics are demonstrated. The results indicate that states take cues for adoption of consumer legislation from states in their region and from states which have similar characteristics.

Cognitive Effects of Deceptive Advertising, JERRY C. OLSON and PHILIP A. DOVER, February, 29.

Although much has been written about deception in advertising, no studies have been reported in which a deception and its impact on consumers were demonstrated empirically. The authors present a behavioral definition of deception and illustrate its operationalization in the context of a longitudinal experiment in which the effects of an explicit, deceptive product claim on a variety of cognitive variables were measured both before and after product trial. Issues related to the measurement of deception seriousness are emphasized. The basic approach appears generalizable to nonexperimental studies of real-world deception.

Confined Shopping Behavior Among Low Income Consumers: An Empirical Test, ARIEH GOLDMAN, February, 11.

The study investigates whether lower income consumers show a greater tendency to confine their furniture and ladies' shoes purchases to a subset of the retailing system. The Herfindahl index of concentration is the main tool used to measure confinement. The study finds that the lower income consumers do not confine their purchases to a small subset nor are their purchases restricted to the smaller and lower quality stores.

Firm Effects and Industry Effects in the Analysis of Market Structure and Profitability, FRANK M. BASS, PHILIPPE CATTIN, and DICK R. WITTINK, February, 3.

The Federal Trade Commission's recent public policy emphasis has been on antitrust action to break up firms in certain industries. The basis for such action is often the market structure-profitability paradigm. The authors review the framework and empirical results of studies based on the paradigm, identify and demonstrate shortcomings of research in this area, propose and test a more appealing model, and conclude that the FTC cannot properly rely on findings produced by this research stream for the direction of public policy efforts.

Ghetto Marketing Life Cycle, The: A Case of Underachievement, ALAN R. ANDREASEN, February, 20.

The author describes the life cycle of research on ghetto marketing and concludes that the contribution has been too little, too trivial, and too late. Recommendations for further research as well as intervention in the research generation process are presented.

Longitudinal Study of Corrective Advertising, A, ROBERT F. DYER and PHILLIP G. KUEHL, February, 39.

Using corrective and deceptive advertisements taken from the FTC's "Listerine Case," the authors examine whether exposure to a single corrective advertisement can reduce residual effects emanating from exposure to deceptive advertising in a longitudinal context. Results show that limited exposure to corrective advertisements was ineffective in bringing brand beliefs into equilibrium with "normative" levels. Findings also indicate that corrective ads affect other attributes of the product category even though they are not addressed in a remedial message.

Political Advertising: A Neglected Policy Issue in Marketing, MICHAEL L. ROTHSCHILD, February, 58.

The author considers political advertising as a policy question and presents a model to hypothesize some of its effects. Supporting data are used to discuss several policy issues and to raise additional questions in this area.

Social Issues and Policy: Some Observations About Marketing Scholarship, FREDERICK D. STURDIVANT, February, 1.

Introductory editorial to special section on Social Issues and Public Policy in Marketing.

MISCELLANEOUS

Choice Process for Graduate Business Schools, The, GIRISH N. PUNJ and RICHARD STAELIN, November, 588.

The college choice behavior of graduate business school applicants is studied. A stochastic utility model is proposed and estimated by use of a sample of students admitted to Carnegie-Mellon University. The specific formulation used is the conditional logit model. Results indicate that such factors as net cost, quality, and distance of applicant's home from school are important determinants of college choice. Specific probability computations are used to illustrate the results for a typical decision maker.

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*Abbreviations: c.a., computer abstract; n, research note; r, book review.

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